

Fig. 1

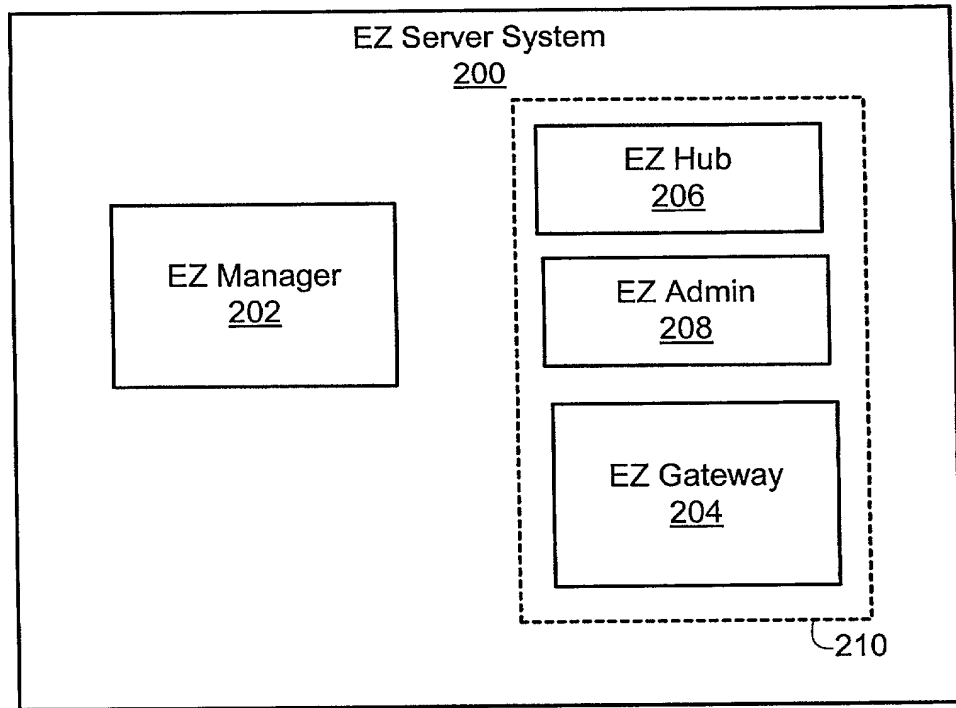


Fig. 2

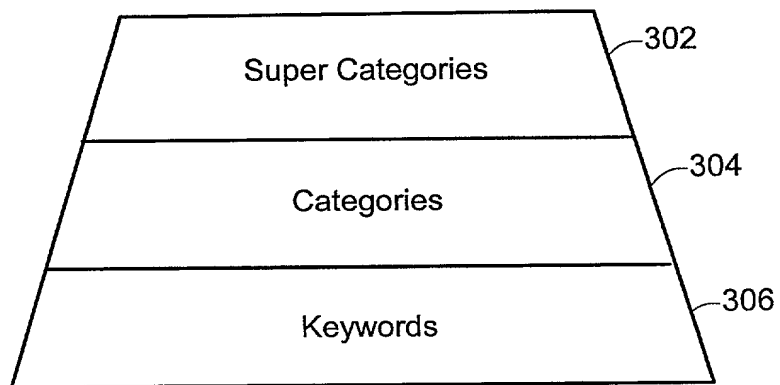


Fig. 3

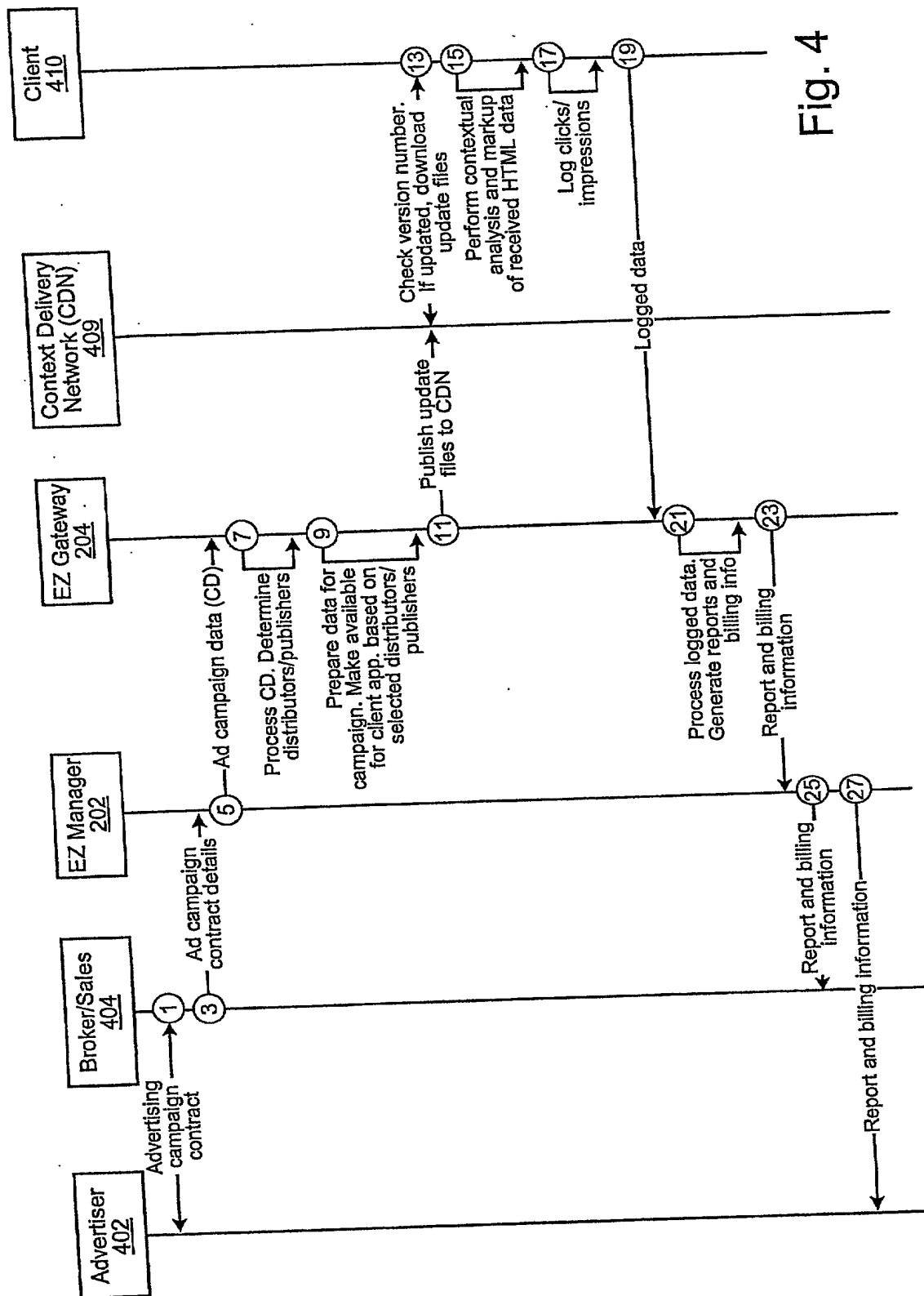


Fig. 4

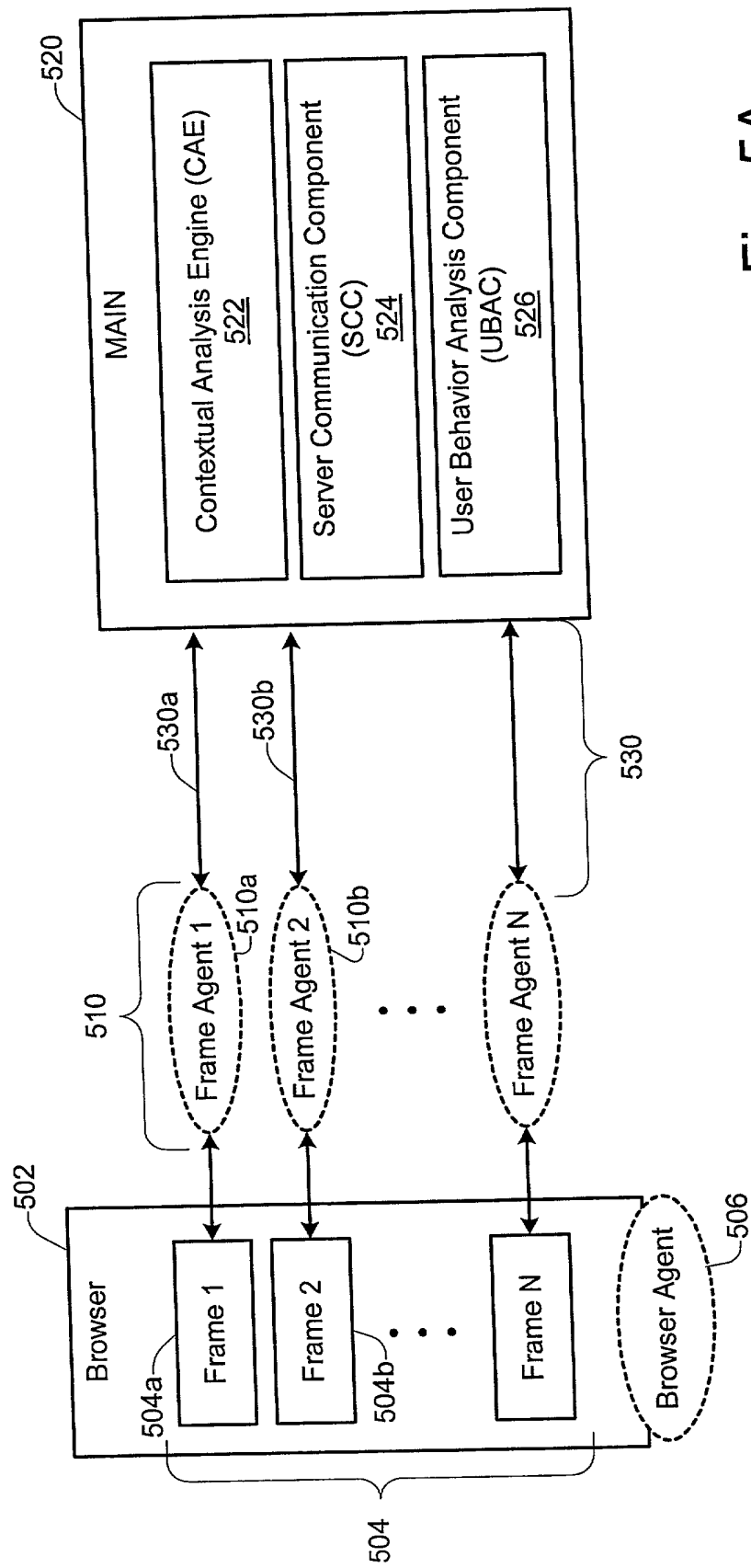


Fig. 5A

500

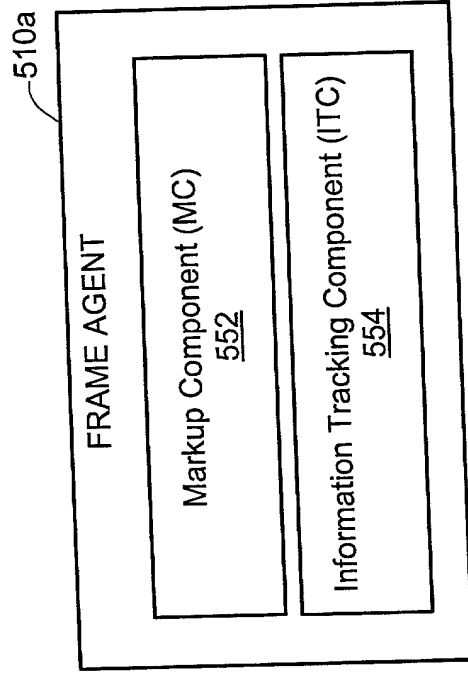


Fig. 5B

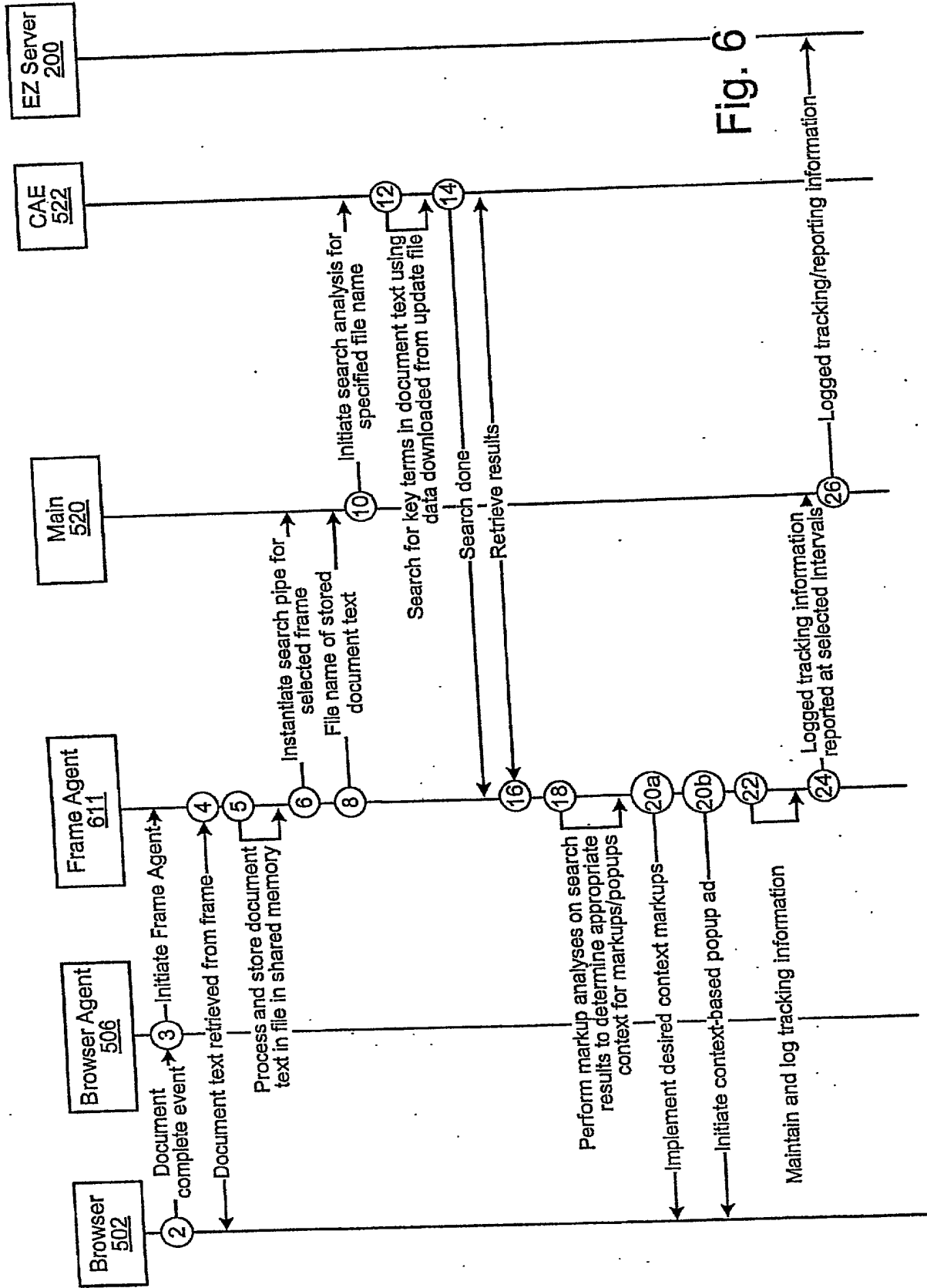


Fig. 6

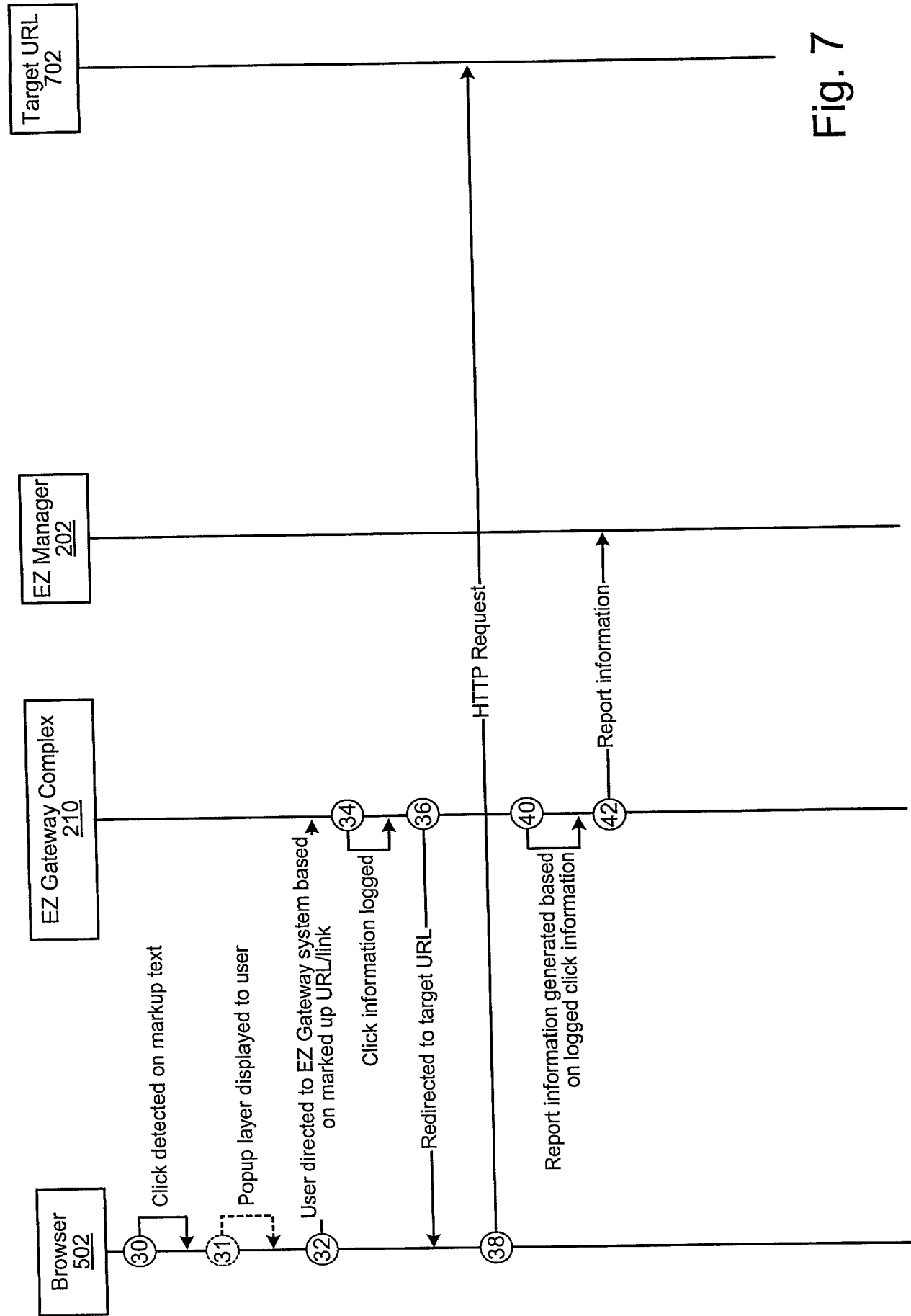


Fig. 7

Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator
802	804	806	808	812	814	816

Fig. 8

800

Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID
902	904	906	908	912	914	916	918

Fig. 9A

900

Site ID	Site Name	Group ID
1002	1004	1006

Fig. 10

1000

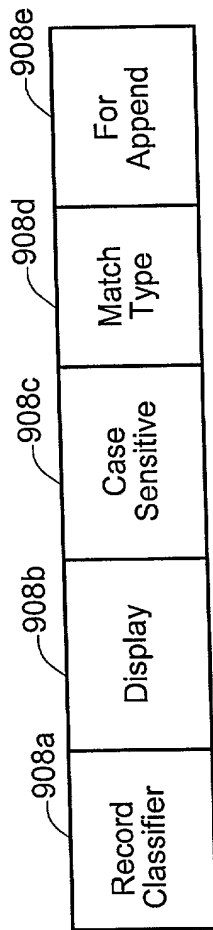


Fig. 9B
→ 908

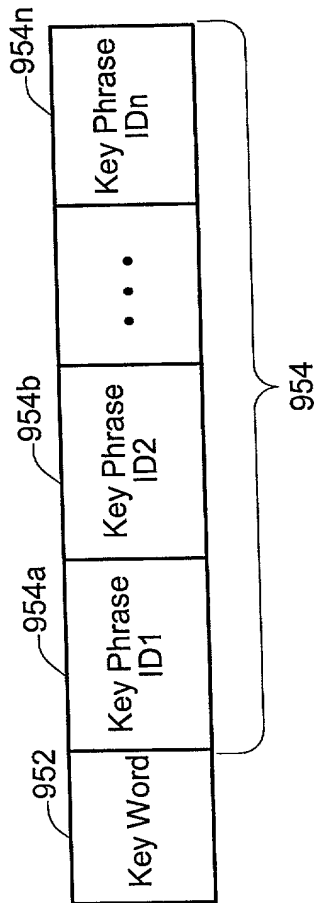


Fig. 9C
→ 950

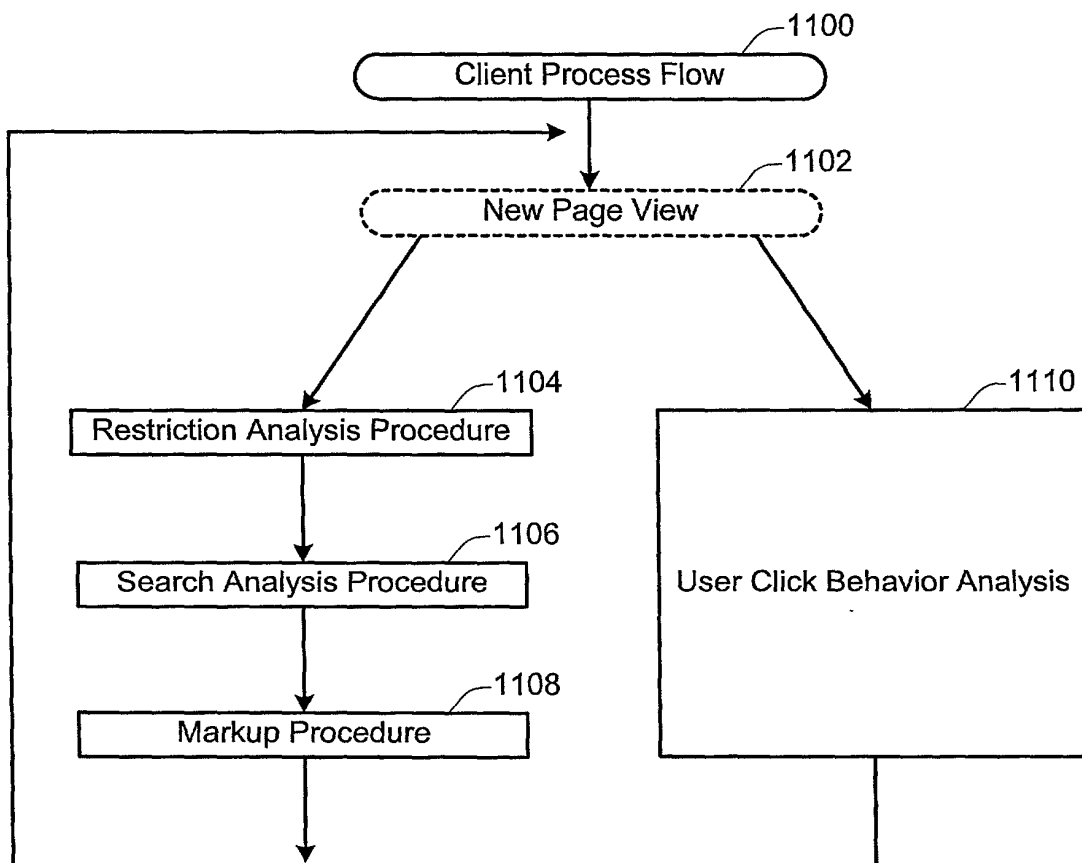


Fig. 11

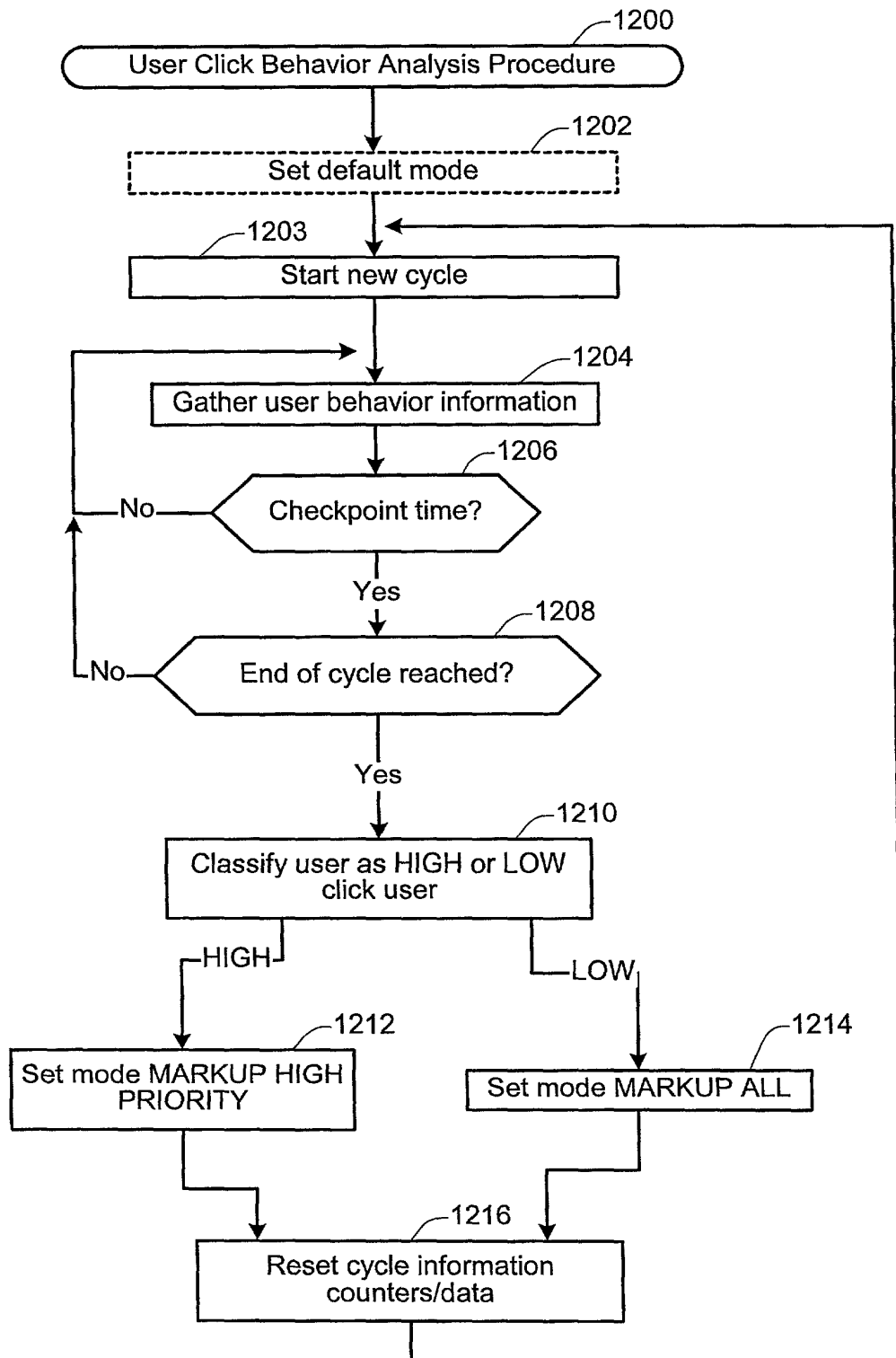


Fig. 12

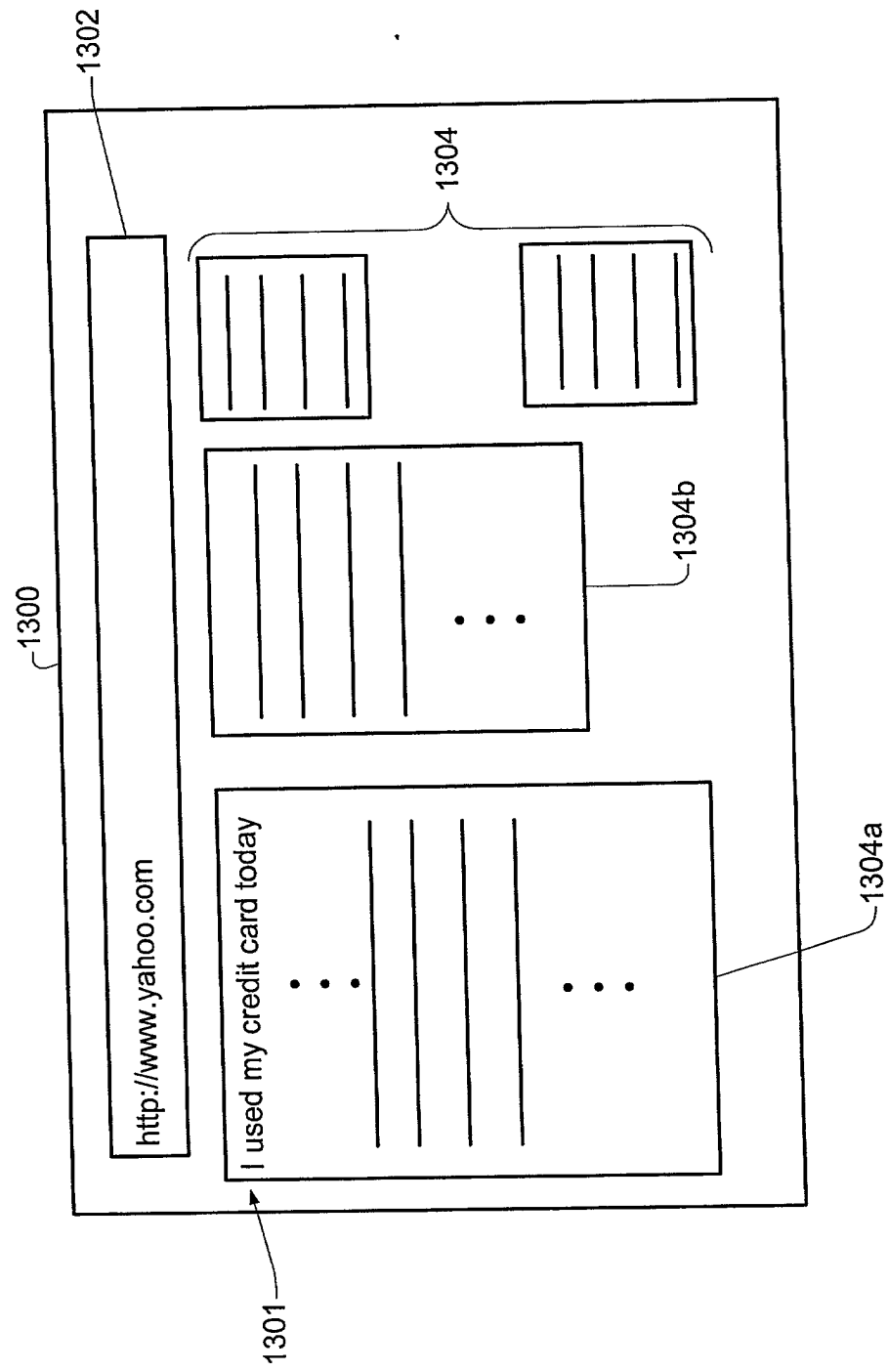
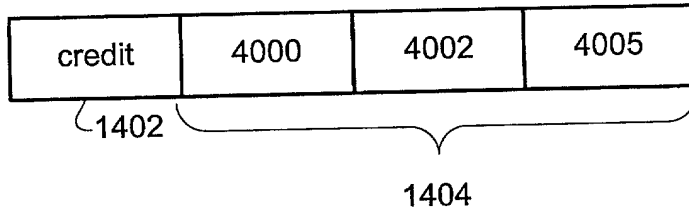


Fig. 13



1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	1442
4002	Exact	"credit check"	100		9000	1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	1446

1440 Fig. 14B

5001	www.yahoo.com	2	1462
5002	www.cnn.com	0	1464

Fig. 14C

1460

9000	5002	-	1480
------	------	---	------

Fig. 14D

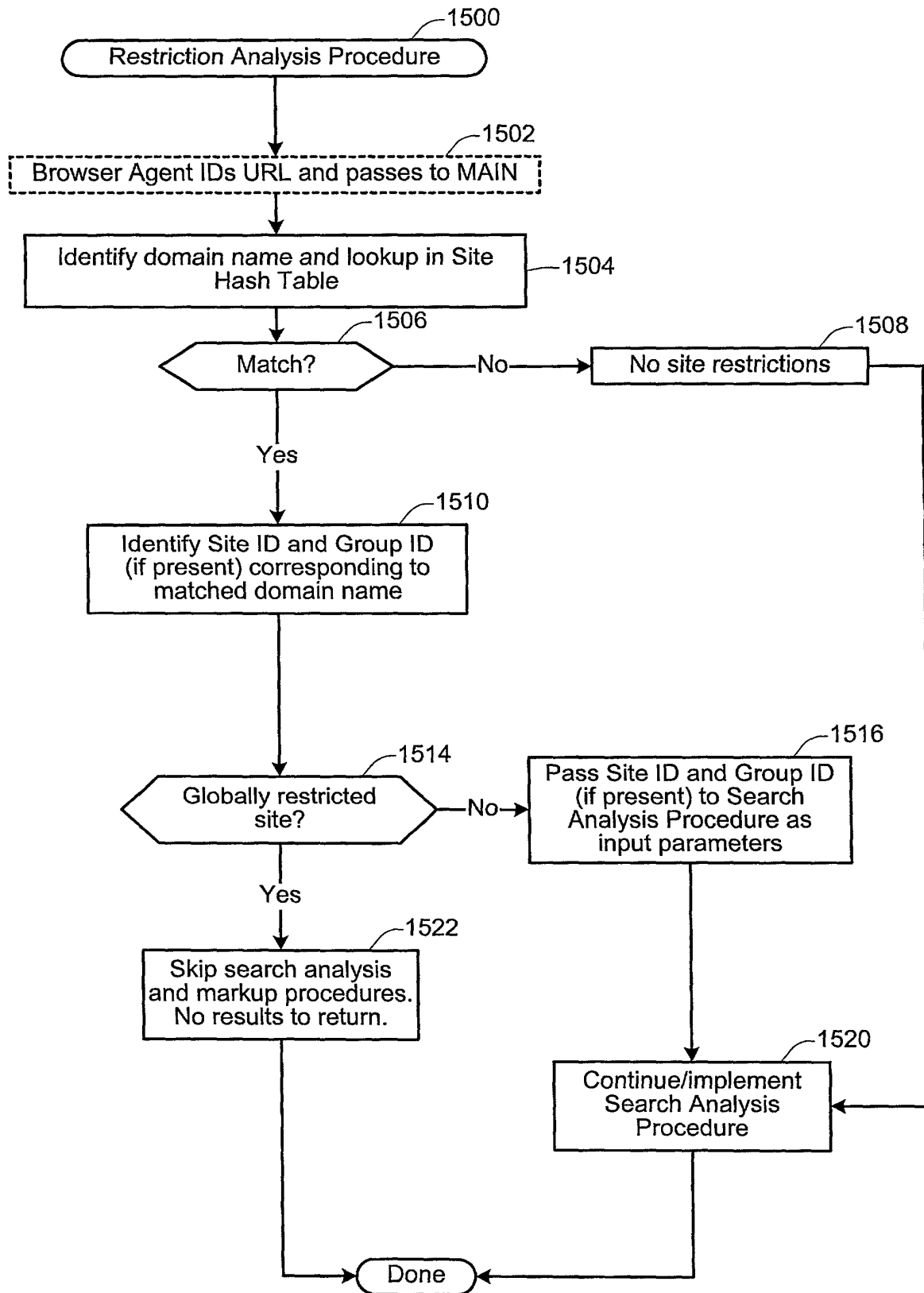


Fig. 15

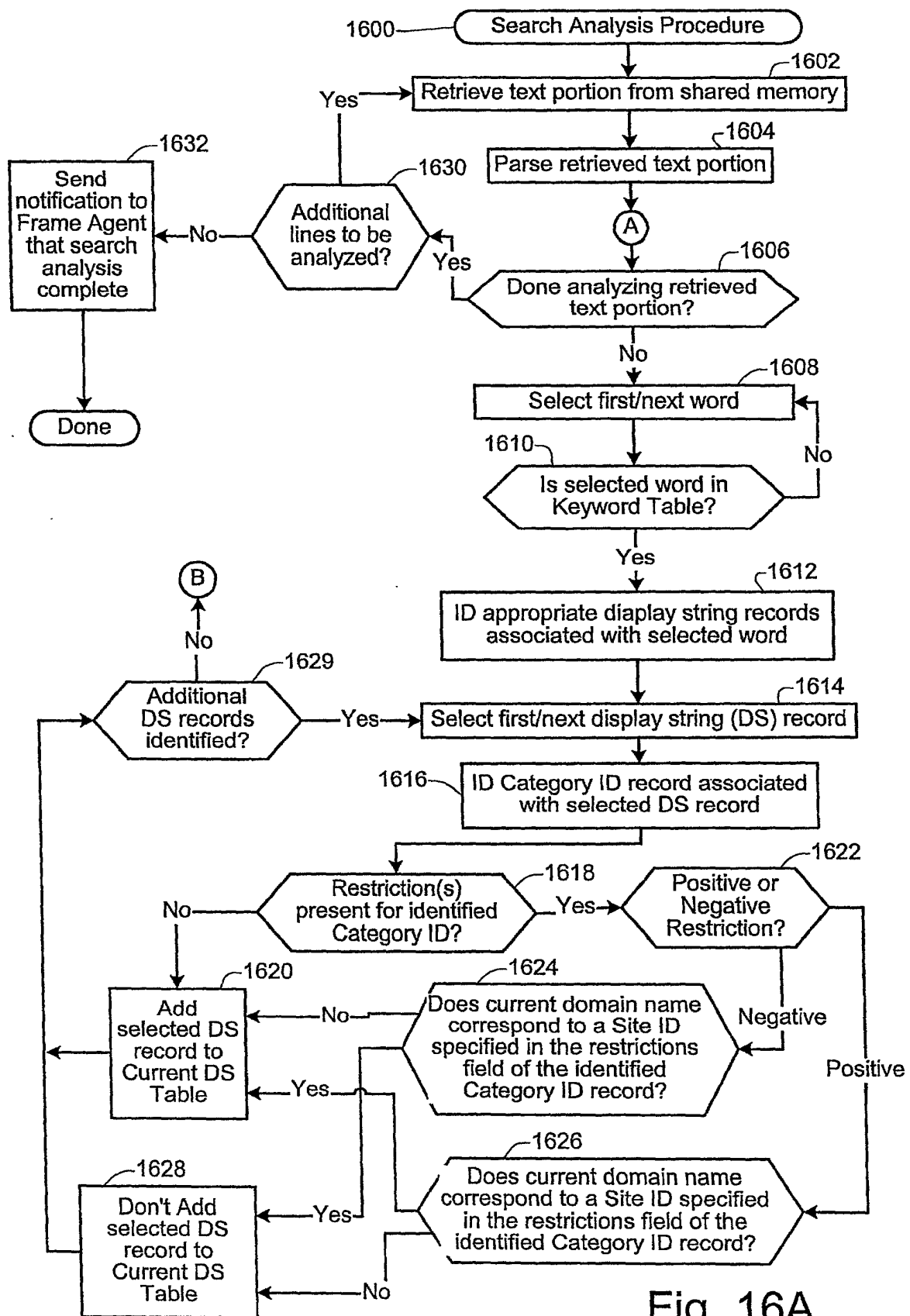


Fig. 16A

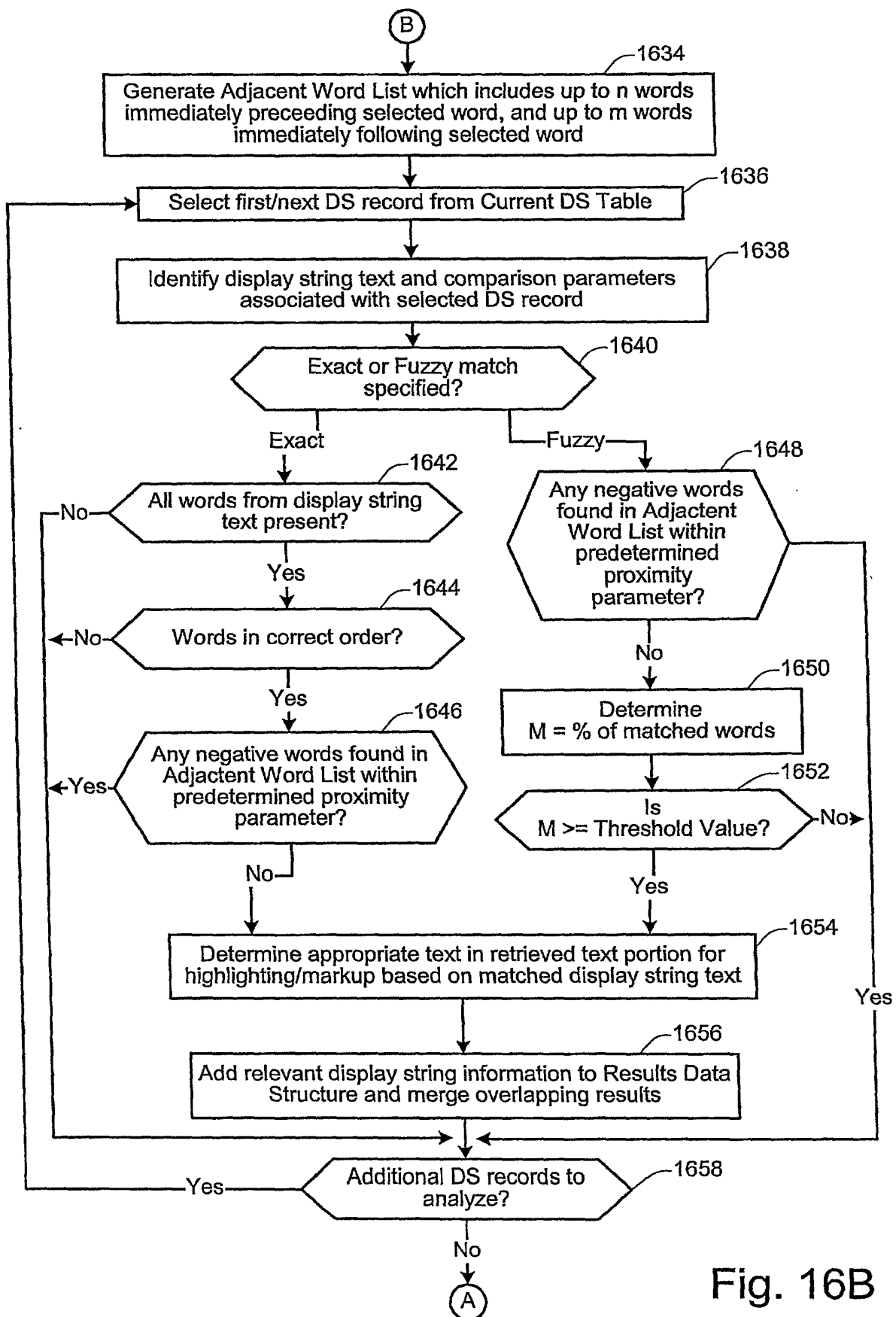


Fig. 16B

I	1
used	3
my	8
credit	11
card	18
today	23

1712 ↗ ↗ 1714

Fig. 17A

← 1710

credit	card
x	x

Fig. 17B

← 1720

credit	check
x	

Fig. 17C

← 1730

credit	card	APR
x	x	

Fig. 17D

← 1740

4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E

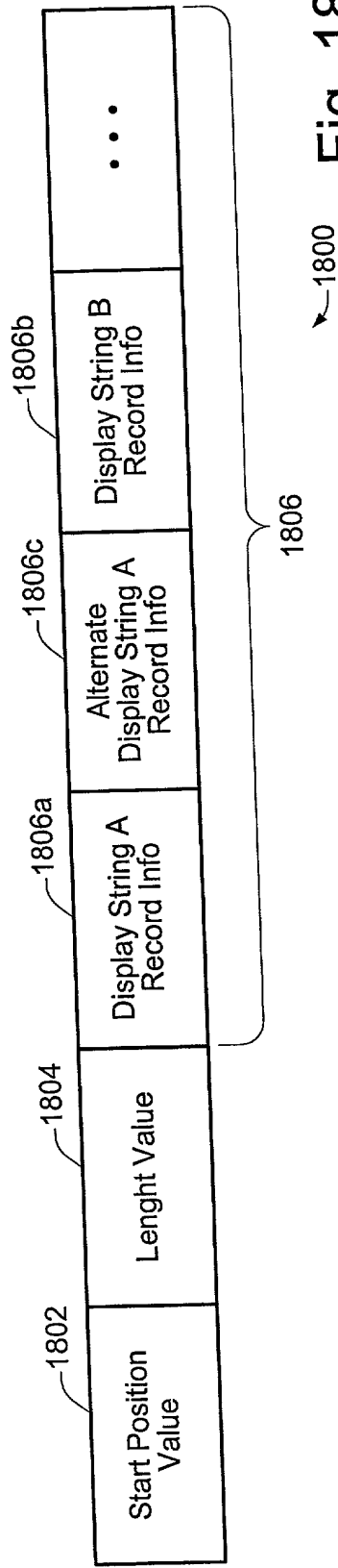


Fig. 18

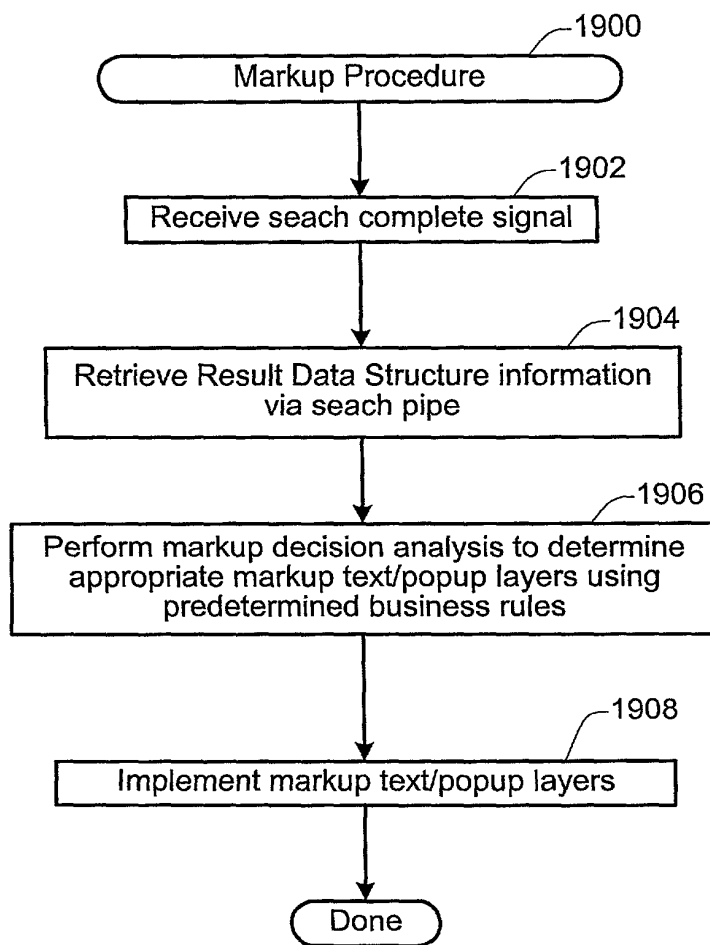
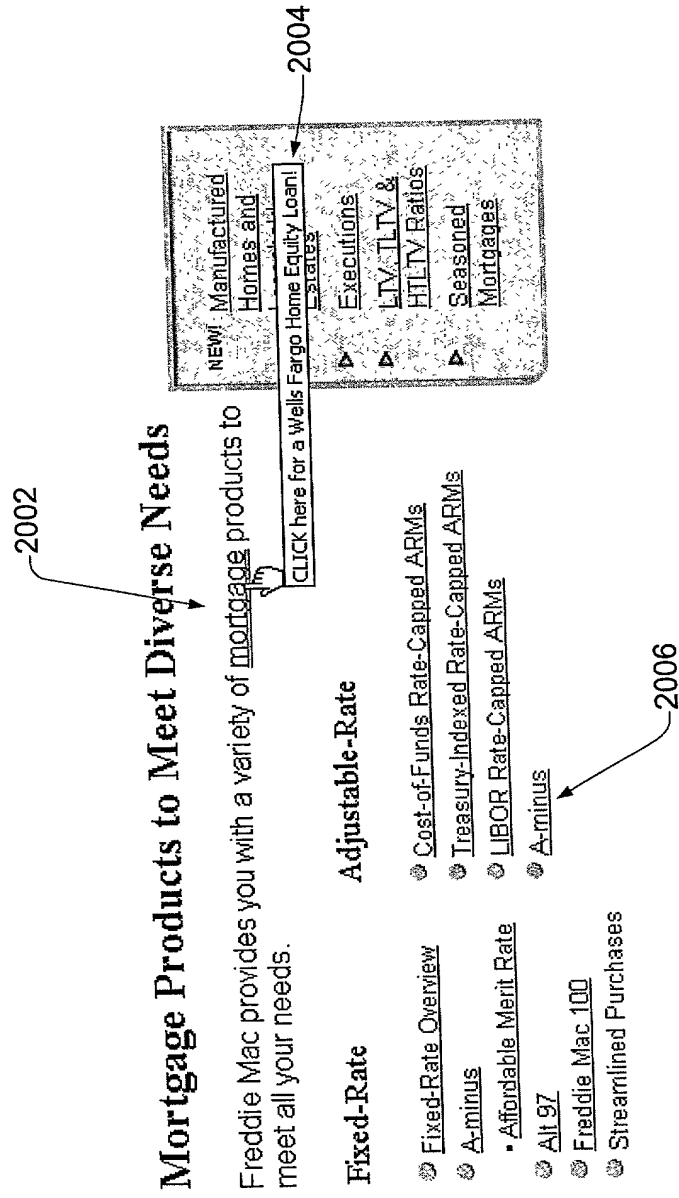


Fig. 19



2000 Fig. 20

FIG. 21



2200 Fig. 21

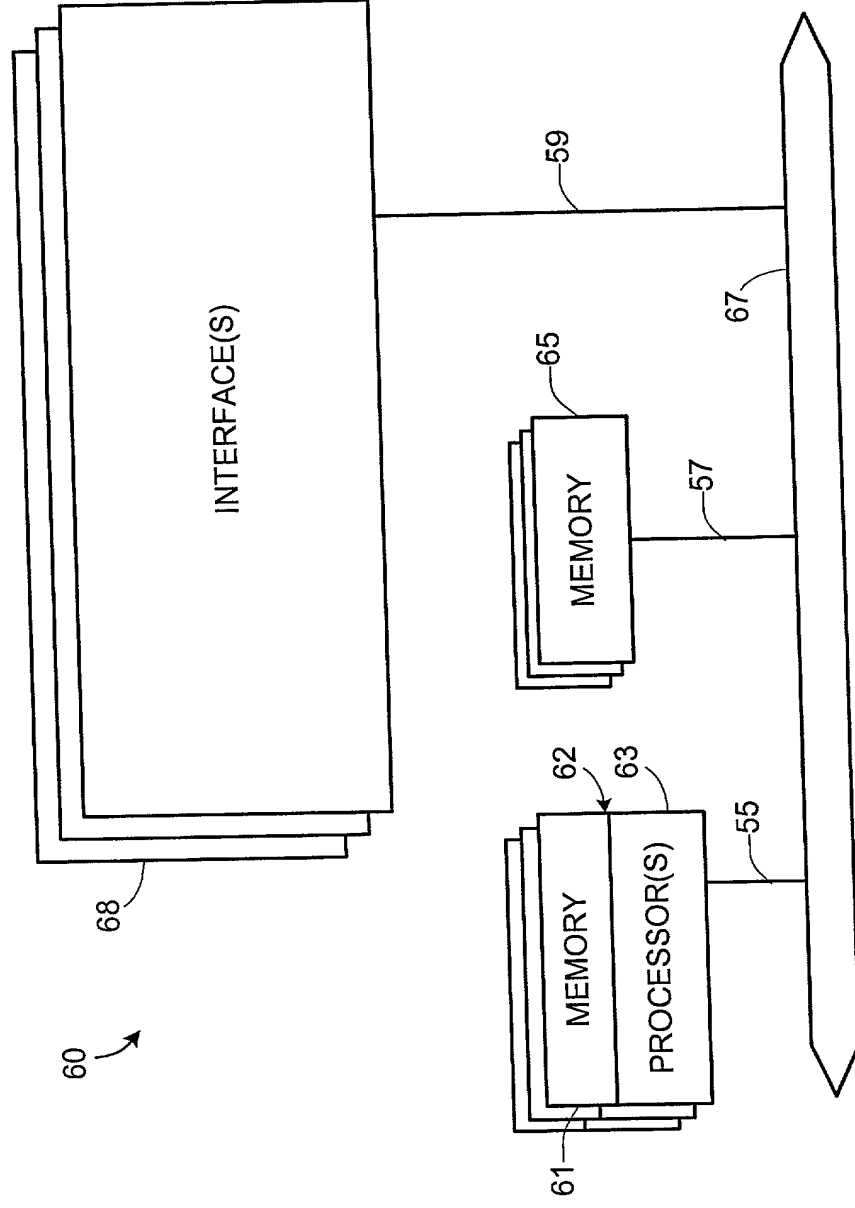


Fig. 22

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.70	0.793	0.925	0.93	0.999	0.944	0.90	1.045	0.946	0.94	1.113	1.760
Automotive	0.90	0.937	1.098	1.00	1.116	1.089	1.01	1.091	0.988	0.97	0.905	0.868
Computers & Electronics	0.97	0.909	0.980	0.87	0.931	0.928	0.93	1.000	0.948	0.91	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Books	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Ent & life	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Magazines	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Matchmaking	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Music	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Entertainment: Video	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.95	0.903	1.002	0.97	1.030	1.015	1.03	1.019	0.989	0.97	1.001	1.113
Home & Family: Home	0.82	0.810	0.977	1.06	1.198	1.112	1.03	1.067	0.998	1.03	0.953	0.896
Home & Family: Pets	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.77	0.807	0.921	0.94	1.000	0.965	0.92	0.985	0.915	0.95	1.170	1.631
Sports												
Sports: Sportsgear	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Telecom												
Travel												

Fig. 23

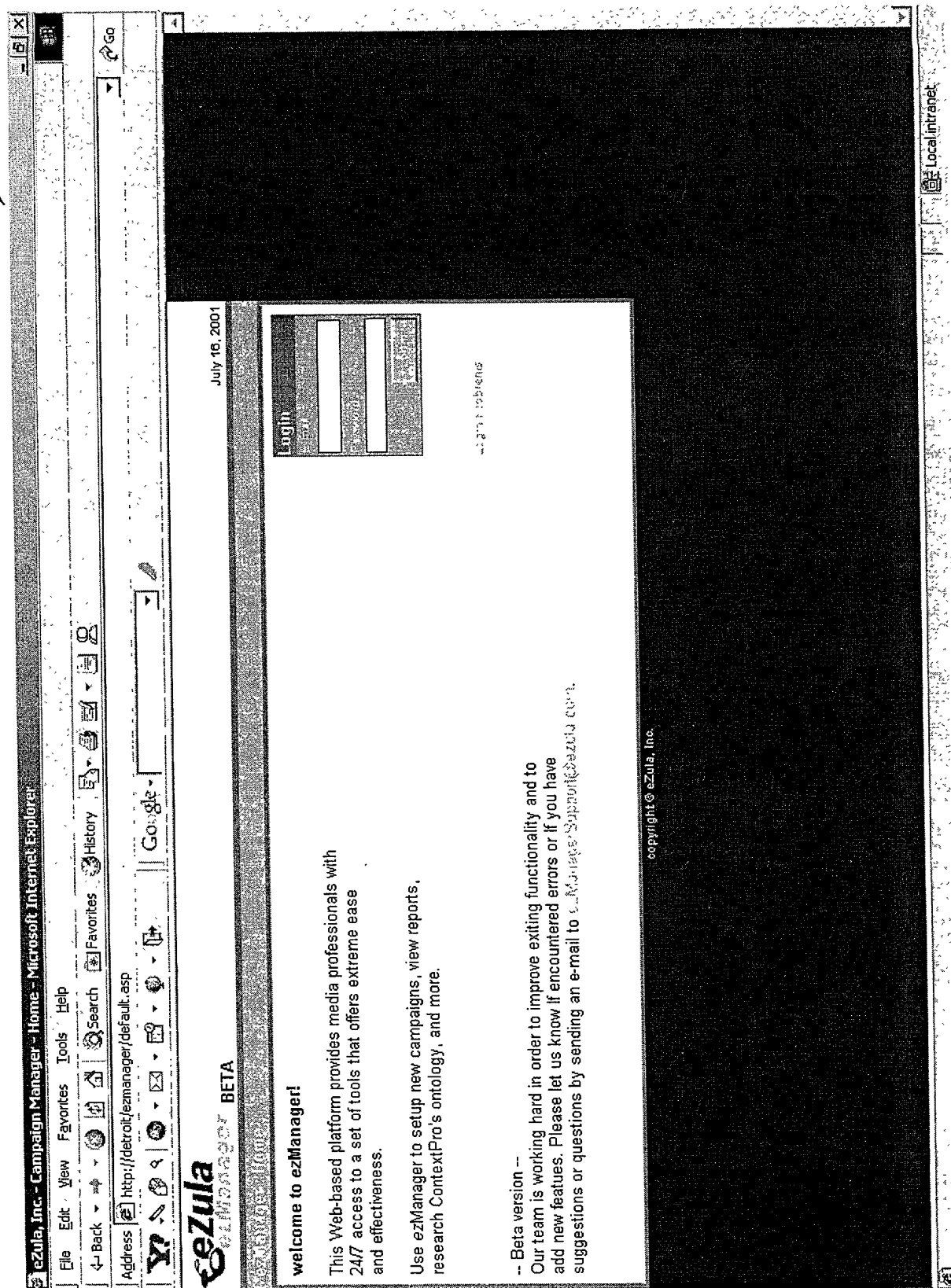
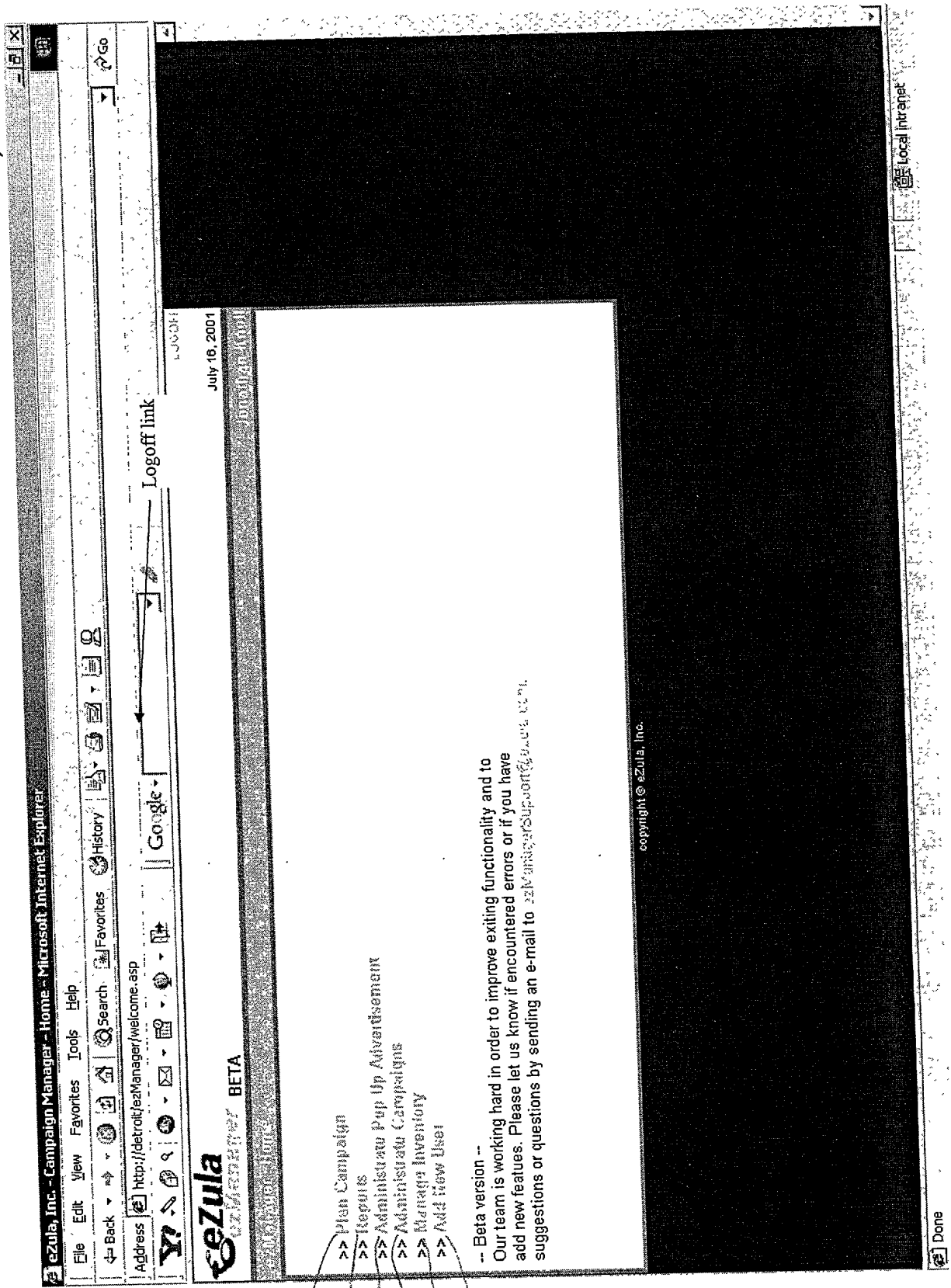


Fig. 24A

100200-12524660

3001



3002
3003
3004
3005
3006
3007

Fig. 24B

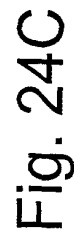


Fig. 24C

3016



Fig. 24D

3031

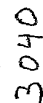


Fig. 24E

706230 12561660

3041

ezula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search History Favorites

Address http://detroit/ezManager/Main/Book.asp

Google

ezula
Campaign Manager BETA

July 2, 2001

3042

3048

Campaign Properties

- Please enter the Title and URL destination for each category, then press 'Update'.
- If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

Category	Title	Destination URL
Apparel - Accessories	Ear Muffs, Pashmina, silk scarf, silk scarves	http:// 3046
Apparel - Hawaiian	Aloha Shirt, Hawaiian Shirt, Hawaiian Clothing, Hawaiian Clothes	http:// 3047
Apparel - Work Clothes and Uniforms	Work Clothing, Uniforms, Work Clothes	http://
Art - Galleries	Art Collecting, antique collecting, art galleries, art gallery, fine art, Impressionist Art, Lithographs, art	http://

3050

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Done Local Intranet

Fig. 24F

062001254600

3055

ezula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search History

Address http://detroit.ezManager/Main/Book.asp#1071

Google

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

Book a Campaign	
Category	Destination URL
Apparel - Necktie, Neck Tie, Accessories; bow tie, bowtie, Neck Ties; power tie, tie pin, tie pin	http://www.neckties.com/ (maximum 255 characters)
3046	3047

3053

3056

3057

3062

Done

copyright © ezula, Inc.

Fig. 24G

3063

3063

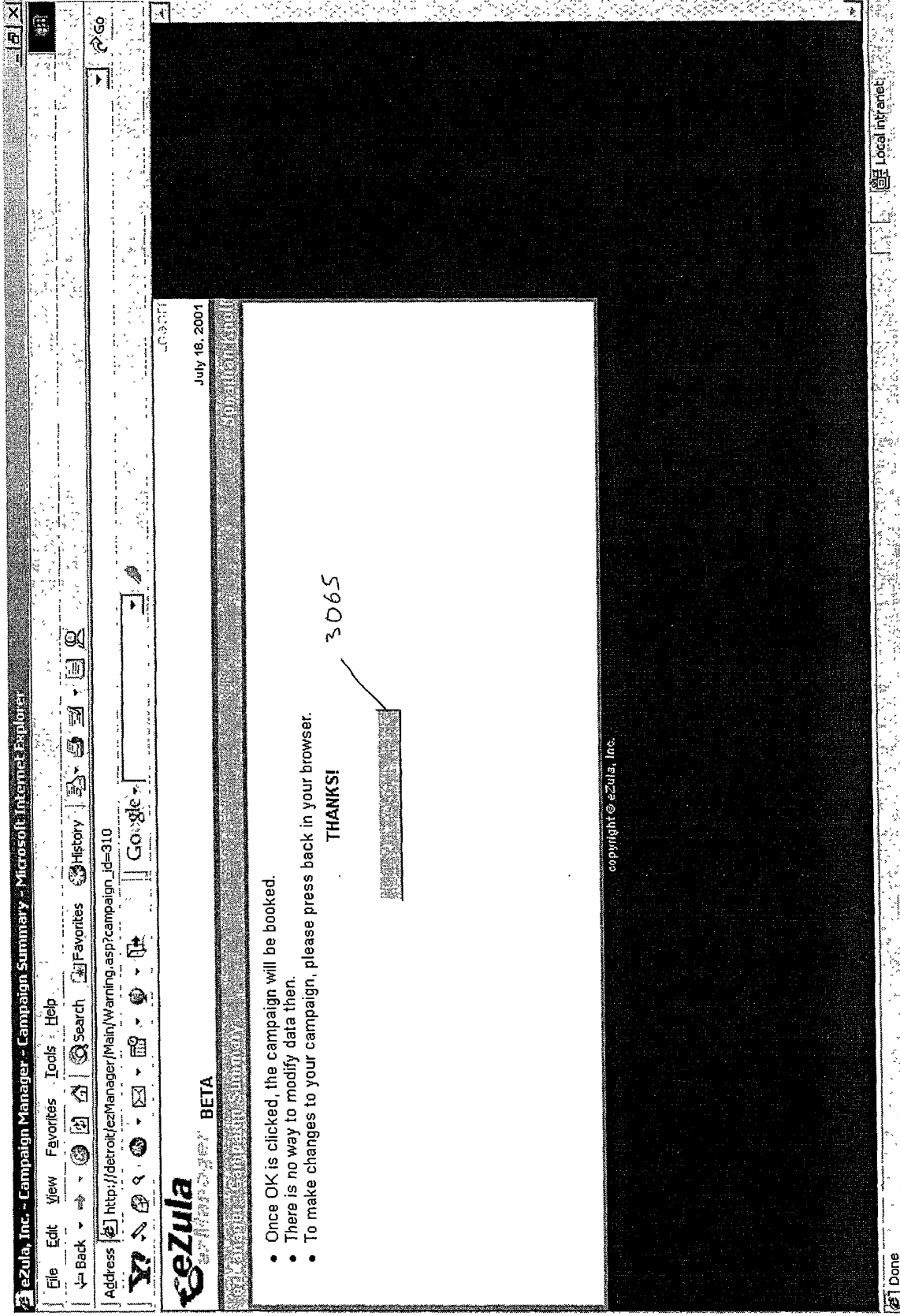


Fig. 24H

106280"42564660

3066

ezula, Inc. - Campaign Manager - Campaign Summary

Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://detroit/ezmanager/main/summary.asp?campaign_id=310&book=8&kw=1083&keywords=View+Keywords

Go

Back Forward Stop Reload Home Search History

Google

ezula

BETA

Campaign Summary

Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager Jonathan Knoll

ezula

DD, Web3K, KaZaA, eAccel

The Agency

The Advertiser

7/19/2001

7/26/2001

7 days

0.6

10000

- Restricted Publishers - Restricted Sites (including advertisers)

Category Information

Category: Calendars

Booked For: DD, eAccel, KaZaA, Web3K

Category: Computing - Downloads - IM

Booked For: Address, DD, eAccel, eZula, KaZaA, Web3K

Book Campaign

Your campaign has been booked!

Keyword List

Calendar

april*

august*

december*

february*

january*

july*

june*

march*

may*

november*

october*

september*

July 18, 2001

Jonathan Knoll

Done

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3067

3068

Fig. 24I

10622072561660

ezula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools

Back Forward Stop Search History Favorites

Address http://ezula.com/main/Book2.asp?campaign_id=54

Go

ezula

BETA

Logout July 2, 2001

The Requested Time of this Campaign conflicts with another campaign for the following Categories.

3071

Conflicting Categories: 7/3/2001 - 7/10/2001

Category	Publisher	Booked Date
Apparel - Accessories Sunglasses - 1047	Cydoor/Babylon	6/27/2001 - 7/4/2001
Apparel - Accessories Sunglasses - 1047	Cydoor/mesh	6/27/2001 - 7/4/2001
Apparel - Accessories Sunglasses - 1047	Cydoor/LingoWare	6/27/2001 - 7/4/2001
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001 - 7/4/2001
Apparel - Work Clothes and Uniforms - 1053	Cydoor/mesh	6/27/2001 - 7/4/2001
Apparel - Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001 - 7/4/2001

Please select between the following options:

3070

1. Delete category from this campaign for conflicting publishers.

2. Delete category from this campaign for conflicting publishers, and add to Wish List.

3. Go back and modify Campaign Properties (some information will be lost).

3072

Copyright © ezula, Inc.

Done

Fig. 24J

10526072924660

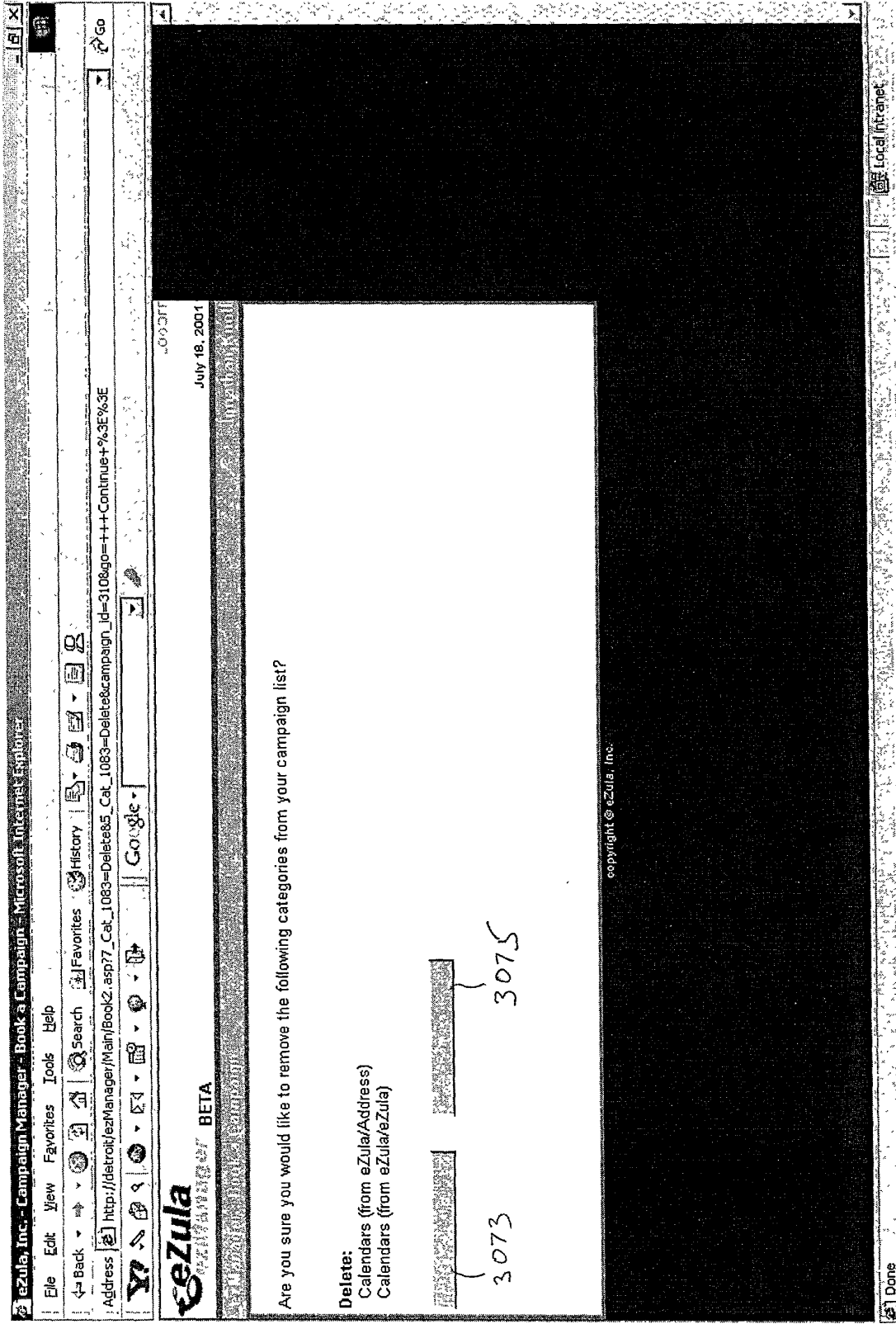


Fig. 24K

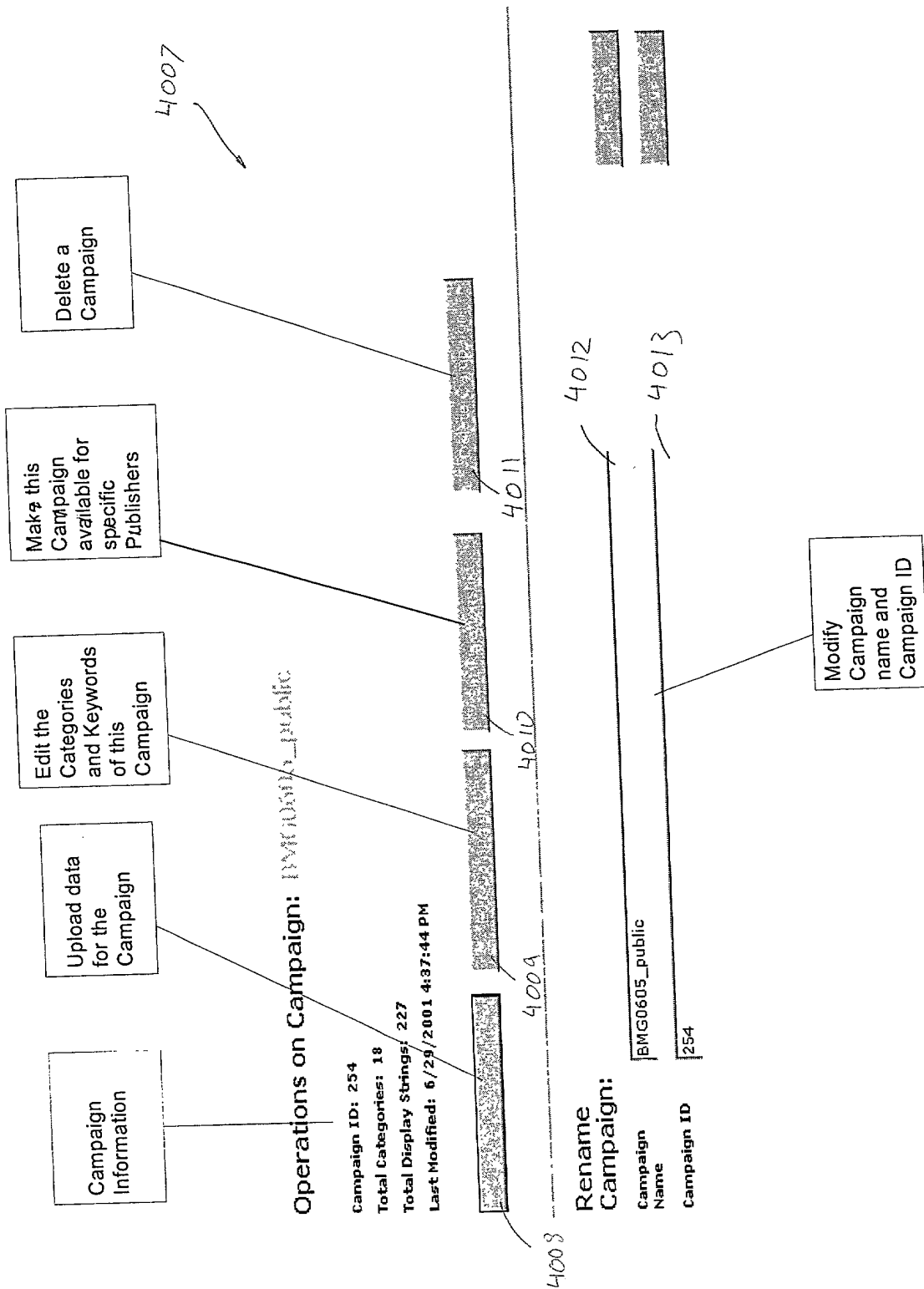


Fig. 25B

[illegible]

Fig. 25C

Edit Category Properties

Category: Music - Styles Classical

Current Site: www.bmgmusicSERVICE.COM

EDIT

Limit per page: 3

Priority: 100

Sites: To change: select a new site from the list Sites OR Add a new site (<http://www.site.com>)

Site logic: ☐ Unchecked: This category will NOT show in this site
☐ Checked: This category will ONLY show in this site

Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

Site Logic - show or do not show this category on the specified site(s)

Select Site from list or add new Site

4018

4020

4021

4022

4023

4025

Fig. 25D

Add new Display Strings for Category : Music - Styles Classical

Keyword (Display String)

Add new keywords for keywords for the specified category

4030

4036

4037

4038

4041

Display String

Title

URL

Select an existing title from this list.

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title.

http://

Title - the text message that appears on hover

URL destination upon click

Fig. 25F

[illegible]

Fig. 25G

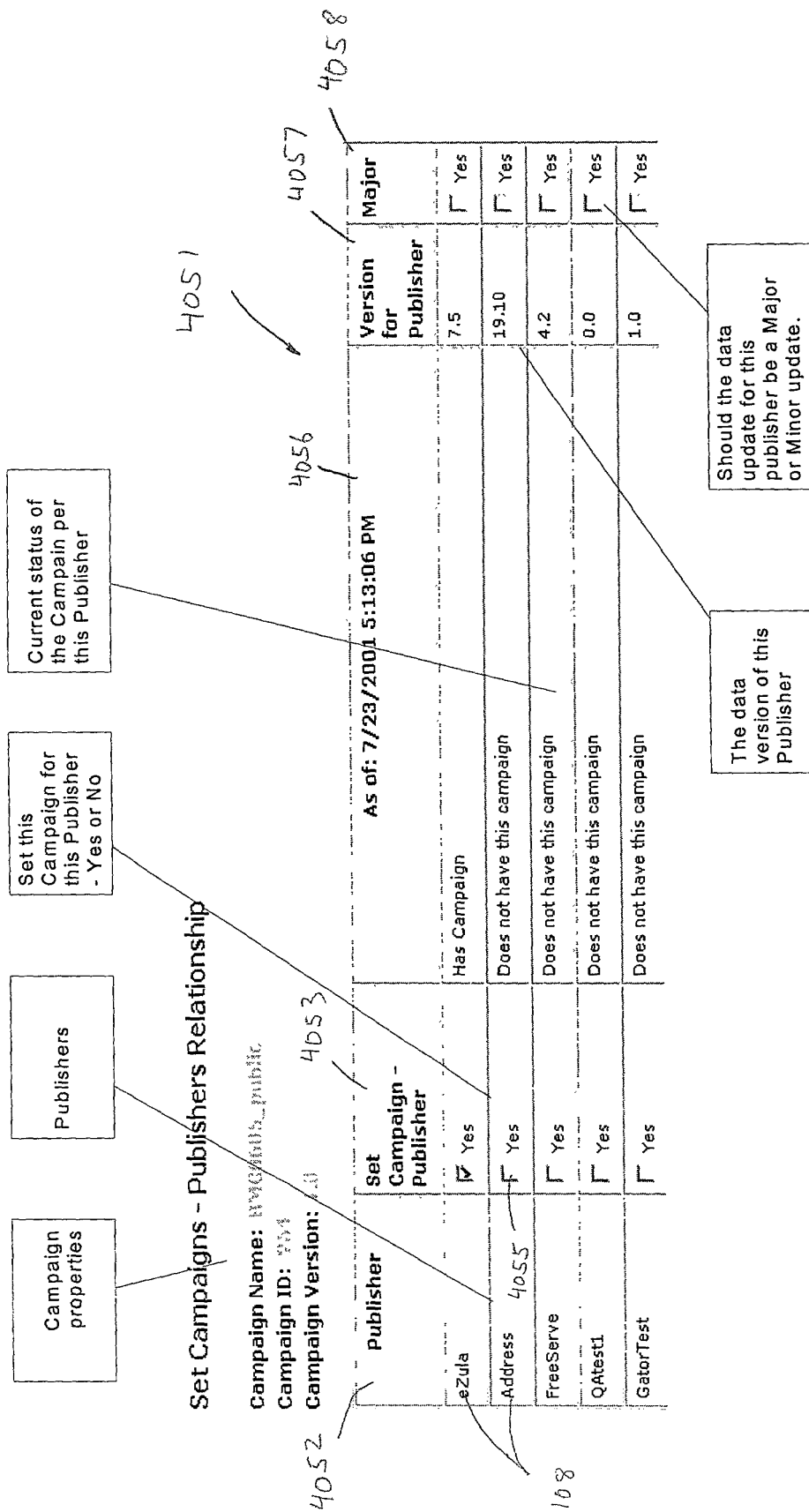


Fig. 25H

Campaign Name

Campaign version

Data File

Campaign version

Categories File

4060

4062

4065

4063

4066

Please use the following wizard in order to add to your current or new campaigns. All files must follow the default format that was established for you according to your specifications. If any changes are desired, please contact us.

Campaign: BMG0605_public

Campaign update version: 4.0

Select Display Strings file: Browse...

Select Categories file: Browse...

Please note that we only support text files (.txt) currently. Excel support will be added in the next few weeks.

Settings:

Load Type:

☒ Entire Set
The Data file includes both existing and new records. If not in this file, it will be deleted.

☐ New & Updated Records
The Data in the file is new records only. This data will be added to your already existing records on the server.

4063

4066

Select between updating the entire set of data or just adding new records

Fig. 25I

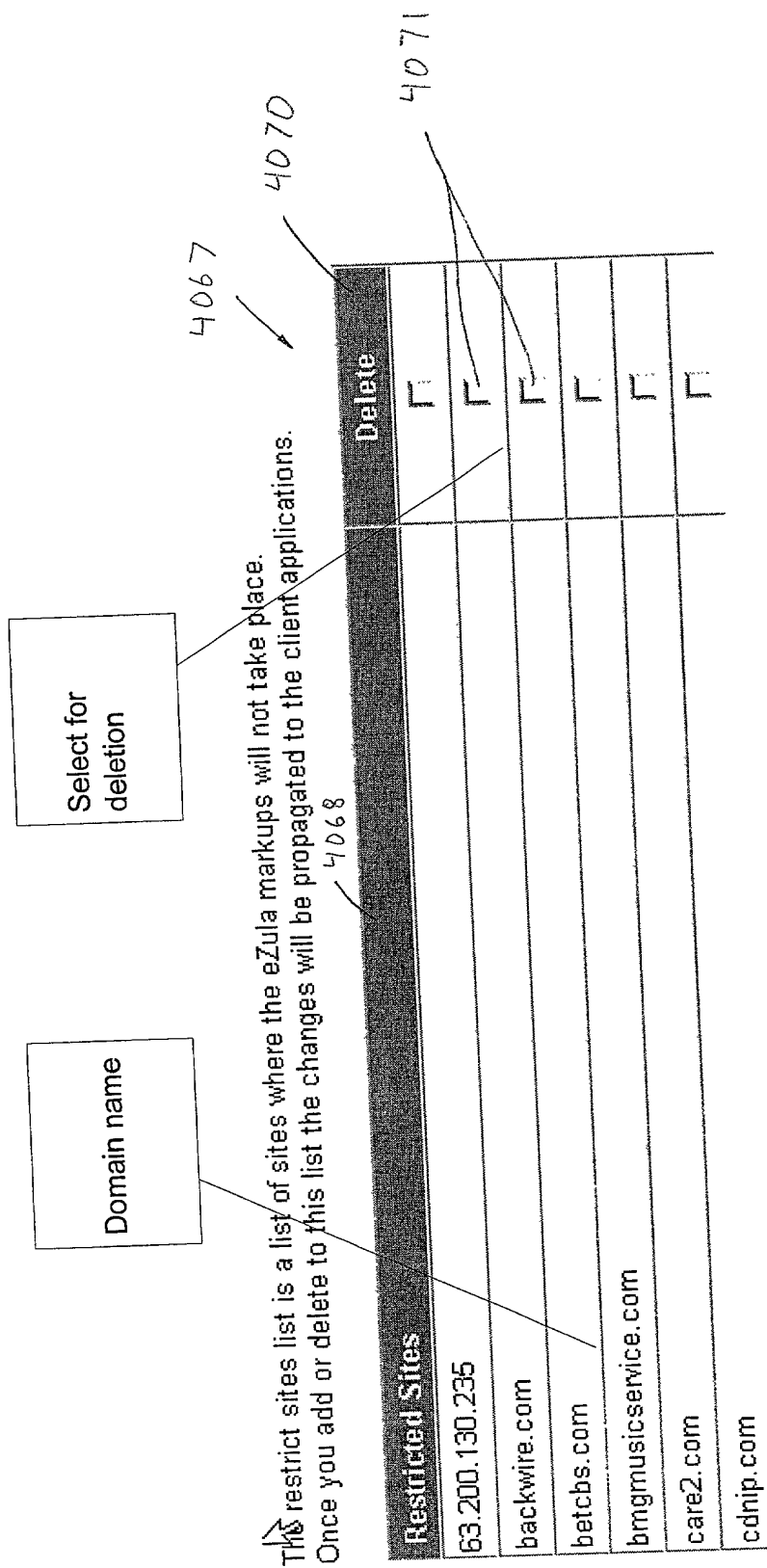


Fig. 25J